

2045867216

# ORIGINAL BUDGET FORECAST FIRST QUARTER 1995

TOTAL VOLUMETOTAL SHARE

	<u>WEEK ENDING 2/24</u>			<u>WEEK ENDING 2/24</u>		
	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>
INDUSTRY	8,547	9,026	-479			
PHILIP MORRIS	4,061	4,050	11	47.51	44.87	2.64
R.J. REYNOLDS	2,253	2,376	-123	26.36	26.32	0.04
B&W(INCL. AMER)	1,459	1,715	-256	17.07	19.00	-1.93
LORILLARD	644	685	-41	7.53	7.58	-0.04
LIGGETT	129	200	-71	1.50	2.22	-0.71

	<u>QUARTER TO DATE</u>			<u>QUARTER TO DATE</u>			<u>1Q95</u>
	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>	<u>ACTUAL</u>	<u>FCAST</u>	<u>DIFF.</u>	<u>FCAST</u>
INDUSTRY	64,434	66,201	-1,767				
PHILIP MORRIS	29,603	29,888	-285	45.94	45.15	0.80	45.26
R.J. REYNOLDS	16,716	17,364	-648	25.94	26.23	-0.29	26.16
B&W(INCL. AMER)	11,861	12,534	-673	18.41	18.93	-0.53	18.88
LORILLARD	5,093	5,039	54	7.90	7.61	0.29	7.57
LIGGETT	1,149	1,376	-227	1.78	2.08	-0.30	2.12

FORECAST